



## NEWS INFORMATION

For Immediate Release  
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### **WHAT'S UNDER THE SEAT DOES COUNT; Tuff Torq Transmissions Now in Sears Retail Stores**



MORRISTOWN, TN – Hydrostatic automatic transmissions manufactured by Tuff Torq Corporation are now being featured in lawn tractors sold in **Sears** stores under the mower brand names of Craftsman, Husqvarna and Poulan.

“Shipments of transmissions first started in January 2006 to Electrolux Home Products-Orangeburg, S.C. facility, a division of Husqvarna that manufactures the Craftsman, Husqvarna and Poulan brands for **Sears**,” says Frank Freeman, marketing and sales manager for Tuff Torq. “We are proud that EHP has selected Tuff Torq as a major component supplier of hydrostatic transmissions, and we are very excited that **Sears** consumers can now enjoy the quality and reliability of TTC products.”

Consumers are encouraged to look under the seat of the tractor for the Tuff Torq label. “What’s under the seat does counts,” Freeman adds.

In addition to **Sears**, other retail stores such as **Home Depot** and **Lowe’s** will be including consumer education information emphasizing the benefits of hydrostatic vs. gear transmissions sponsored by Tuff Torq. Point-of-sale displays and consumer brochure distribution are planned as part of the program.

The **Sears logo** is a trademark of **Sears, Roebuck and Co.**

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